

WHAT IS CLAIMED IS:

1. A method of collecting contact information for a plurality of individuals and permission to contact said individuals, comprising:

5 issuing a plurality of event access documents, said event access documents providing access to an event, each of said event access documents having a unique value provided thereon;

 providing notice to a plurality of attendees attending said event that the unique value provided on one or more of said event access documents may be used to
10 collect a prize and instructing said attendees to visit a specified website to determine prize eligibility;

 collecting information from each of said attendees visiting said specified website, said information comprising contact information for the website visiting attendee, a grant or denial of permission to contact the website visiting attendee,
15 and the unique value provided on the event access document used by the website visiting attendee;

 storing at least a part of the collected information; and

 informing each of the website visiting attendees of whether the unique value provided on the event access document used by the website visiting
20 attendee entitles that website visiting attendee to collect a prize.

2. A method according to claim 1, said contact information comprising an electronic mail address of the website visiting attendee and said permission comprising

permission to contact the website visiting attendee by electronic mail.

3. A method according to claim 1, said contact information comprising a telephone number of the website visiting attendee and said permission comprising permission to contact the website visiting attendee by telephone.

4. A method according to claim 1, said contact information comprising a street address of the website visiting attendee and said permission comprising permission to contact the website visiting attendee by physical mail.

5. A method according to claim 1, wherein the unique value provided on each of said event access documents may be used to collect a prize, said informing step further comprising informing each of the website visiting attendees of a prize corresponding to the unique value provided on the event access document used by the website visiting attendee.

6. A method according to claim 5, wherein the prizes corresponding to each of the unique values fall into two or more categories.

7. A method according to claim 1, further comprising the steps of evaluating the information collected from each of said website visiting attendees against variable criteria and sending an error message to any said website visiting attendee from which

information not meeting said variable criteria was collected.

8. A method according to claim 1, further comprising the steps of evaluating the information collected from each of said website visiting attendees and sending a duplicate
5 information message to any said website visiting attendee from which duplicate information was collected.

9. A method according to claim 1, further comprising the step of providing redemption data to each of the website visiting attendees entitled to collect a prize, said
10 redemption data indicating how the prize corresponding to the event access document used by the website visiting attendee can be redeemed.

10. A method according to claim 9, said redemption data including a hyperlink to a redemption web page through which the prize can be redeemed.

11. A method according to claim 1, said storing step further comprising storing said at least a part of the collected information in a relational database.

12. A method according to claim 1, said collecting step further comprising
20 providing data for creating a registration web page to each of said website visiting attendees, said registration web page being adapted to facilitate the input of said information by the website visiting attendee.

13. A method according to claim 12, said registration web page comprising one or more text boxes and a submit button.

14. A method according to claim 1, said informing step further comprising
5 providing data for creating a prize web page to each of said website visiting attendees entitled to collect a prize, said prize web page being adapted to display the prize corresponding to the unique number provided on the event access document used by the website visiting attendee.

10 15. A method according to claim 14, each said prize web page including redemption data indicating how the displayed prize can be redeemed.

16. A method according to claim 15, said redemption data including a hyperlink
to a redemption web page through which the displayed prize can be redeemed.

15 17. A method of collecting contact information for a plurality of individuals and permission to contact said individuals, comprising:

providing a website accessible over an electronic network;

collecting information from each of a plurality of event attendees

20 visiting said website, said event attendees having attended an event and having used an event access document having a unique value provided thereon to gain access to said event, said information including contact information for the event attendee, a grant or

denial of permission to contact the event attendee, and the unique value provided on the event access document used by the event attendee;

storing at least a part of said information for each said event attendee; and

5 informing each of said event attendees of whether the unique value provided on the event access document used by the event attendee entitles the event attendee to collect a prize.

10 18. A method according to claim 17, said contact information comprising an electronic mail address of the event attendee and said permission comprising permission to contact the event attendee by electronic mail.

15 19. A method according to claim 17, said contact information comprising a telephone number of the event attendee and said permission comprising permission to contact the event attendee by telephone.

20 20. A method according to claim 17, said contact information comprising a street address of the event attendee and said permission comprising permission to contact the event attendee by physical mail.

21. A method according to claim 17, said collecting step further comprising providing one or more registration web pages to each of said event attendees, said one or more registration web pages being adapted to receive said information, wherein the event

attendee inputs said information into said one or more registration web pages.

22. A method according to claim 17, wherein the unique value provided on the event access document used by each of said event attendees may be used collect a prize,
5 said informing step further comprising informing each of said event attendees of a prize corresponding to the unique value provided on the event access document used by the event attendee.

23. A method according to claim 21, wherein the prizes corresponding to each of
10 the unique values fall into two or more categories.

24. A method according to claim 17, further comprising the steps of evaluating the information collected from each of the event attendees against variable criteria and providing an error web page to any of said event attendees from which information not
15 meeting said variable criteria was collected.

25. A method according to claim 17, further comprising the steps of evaluating the information collected from each of the event attendees and providing a duplicate information web page to any of the event attendees from which duplicate information has
20 been collected.

26. A method according to claim 17, further comprising the step of providing a prize web page to each of the event attendees entitled to collect a prize, said prize web

pages including redemption data indicating how the prize can be redeemed.

27. A method according to claim 26, said redemption data including a hyperlink to a redemption web page through which the prize can be redeemed.

5

28. A method according to claim 17, said storing step further comprising storing said at least a part of the collected information for each said event attendee in a relational database.

10
15
20
25
30
35
40
45
50
55
60
65
70
75
80
85
90
95
100
105
110
115
120
125
130
135
140
145
150
155
160
165
170
175
180
185
190
195
200
205
210
215
220
225
230
235
240
245
250
255
260
265
270
275
280
285
290
295
300
305
310
315
320
325
330
335
340
345
350
355
360
365
370
375
380
385
390
395
400
405
410
415
420
425
430
435
440
445
450
455
460
465
470
475
480
485
490
495
500
505
510
515
520
525
530
535
540
545
550
555
560
565
570
575
580
585
590
595
600
605
610
615
620
625
630
635
640
645
650
655
660
665
670
675
680
685
690
695
700
705
710
715
720
725
730
735
740
745
750
755
760
765
770
775
780
785
790
795
800
805
810
815
820
825
830
835
840
845
850
855
860
865
870
875
880
885
890
895
900
905
910
915
920
925
930
935
940
945
950
955
960
965
970
975
980
985
990
995
1000

29. A method according to claim 17, further comprising the step of providing redemption data to each of the event attendees entitled to collect a prize, said redemption data indicating how the prize can be redeemed.

30. A method according to claim 29, said redemption data including a hyperlink to a redemption web page through which the prize can be redeemed.

31. An apparatus for collecting contact information for a plurality of individuals and permission to contact said individuals, comprising:

one or more servers, said one or more servers hosting a website accessible over an electronic network, said website having one or more registration web pages for collecting information from each of a plurality of event attendees, said event attendees having attended an event and having used an event access document having a unique value provided thereon to gain access to said event, said information including

contact information for the event attendee, a grant or denial of permission to contact the event attendee, and the unique value provided on the event access document used by the event attendee;

a database provided in said one or more servers, said database
5 storing at least a part of said collected information and an indication for each of said unique values of whether the unique value corresponds to a prize;

said one or more servers informing each of said event attendees of whether the unique value provided on the event access document used by the event attendee corresponds to a prize.

10

32. An apparatus according to claim 31, said website having one or more prize web pages for informing each of said event attendees of whether the unique value provided on the event access document used by the event attendee corresponds to a prize.

15

33. An apparatus according to claim 32, wherein the unique value provided on each of said event access documents corresponds to a prize.

34. An apparatus according to claim 33, wherein the prizes corresponding to each of the unique values fall into two or more categories.

20

35. An apparatus according to claim 33, wherein said one or more prize web pages provided to each of said event attendees includes redemption data indicating how

the corresponding prize can be redeemed.

36. An apparatus according to claim 35, said redemption data including a
hyperlink to a redemption web page through which the corresponding prize can be
5 redeemed.

37. An apparatus according to claim 31, said one or more servers having
electronic mail software, said one or more servers generating and transmitting to each of
said event attendees an electronic mail message informing the event attendee of whether
10 the unique value provided on the event access document used by the event attendee
corresponds to a prize.

38. An apparatus according to claim 37, wherein the unique value provided on
each of said event access documents corresponds to a prize.

39. An apparatus according to claim 38, wherein the prizes corresponding to each
of the unique values fall into two or more categories.

40. An apparatus according to claim 38, wherein said electronic mail message
20 includes redemption data indicating how the corresponding prize can be redeemed.

41. An apparatus according to claim 40, said redemption data including a
hyperlink to a redemption web page through which the corresponding prize can be

redeemed.

42. An apparatus according to claim 31, said contact information comprising an electronic mail address of the event attendee and said permission comprising permission
5 to contact the event attendee by electronic mail.

43. An apparatus according to claim 31, said contact information comprising a telephone number of the event attendee and said permission comprising permission to contact the event attendee by telephone.

10 44. An apparatus according to claim 31, said contact information comprising a street address of the event attendee and said permission comprising permission to contact the event attendee by physical mail.

15 45. An apparatus according to claim 31, said one or more servers having data evaluation software, said data evaluation software being adapted to evaluate the information collected from each of said event attendees against variable criteria and send an error message to any said event attendee from which information not meeting said variable criteria was collected.

20 46. An apparatus according to claim 45, said data evaluation software being further adapted to evaluate the information collected from each of said event attendees and send a duplicate information message to any said event attendee from which

duplicate information was collected.

47. An apparatus according to claim 31, said database comprising a relational database management system.

5

48. A method of collecting contact information for a plurality of individuals and permission to contact said individuals, comprising:

collecting information from each of a plurality of event attendees over an electronic network, said event attendees having attended an event and having used an event access document having a unique value provided thereon to gain access to said event, said information including contact information for the event attendee, a grant or denial of permission to contact the event attendee, and the unique value provided on the event access document used by the event attendee;

storing at least a part of said information for each said event attendee; and

informing each of said event attendees over said electronic network of whether the unique value provided on the event access document used by the event attendee entitles the event attendee to collect a prize.

49. A method according to claim 48, said contact information comprising an electronic mail address of the event attendee and said permission comprising permission to contact the event attendee by electronic mail.

20

50. A method according to claim 48, said contact information comprising a telephone number of the event attendee and said permission comprising permission to contact the event attendee by telephone.

5 51. A method according to claim 48, said contact information comprising a street address of the event attendee and said permission comprising permission to contact the event attendee by physical mail.

10 52. A method according to claim 48, wherein the unique value provided on the event access document used by each of said event attendees may be used collect a prize, said informing step further comprising informing each of said event attendees of a prize corresponding to the unique value provided on the event access document used by the event attendee.

15 53. A method according to claim 52, said informing step further comprising providing redemption data to each of said event attendees indicating how the corresponding prize can be redeemed.

20 54. A method according to claim 52, wherein the prizes corresponding to each of the unique values fall into two or more categories.

55. A method according to claim 48, further comprising the steps of evaluating the information collected from each of the event attendees against variable

criteria and providing an error message over said electronic network to any of said event attendees from which information not meeting said variable criteria was collected.

56. A method according to claim 48, further comprising the steps of
5 evaluating the information collected from each of the event attendees and providing a duplicate information message over said electronic network to any of the event attendees from which duplicate information has been collected.

57. A method according to claim 48, said storing step further comprising
10 storing said at least a part of the collected information for each said event attendee in a relational database.

58. A method according to claim 48, further comprising the step of providing
redemption data to each of the event attendees entitled to collect a prize, said redemption
15 data indicating how the prize can be redeemed.

59. A method according to claim 48, further comprising the step of providing
one or more servers, said one or more servers being adapted to perform said collecting,
storing and performing steps.

20 60. A method according to claim 59, said step of providing one or more servers further comprising providing said one or more servers with a relational database management system.

61. An apparatus for collecting contact information for a plurality of individuals and permission to contact said individuals, comprising:

one or more servers accessible over an electronic network, said one
5 or more servers being adapted to collect information from each of a plurality of event attendees, said event attendees having attended an event and having used an event access document having a unique value provided thereon to gain access to said event, said information including contact information for the event attendee, a grant or denial of permission to contact the event attendee, and the unique value provided on the event
10 access document used by the event attendee;

a database provided in said one or more servers, said database storing at least a part of said collected information and an indication for each of said unique values of whether the unique value corresponds to a prize;

said one or more servers informing each of said event attendees
15 over said electronic network of whether the unique value provided on the event access document used by the event attendee corresponds to a prize.

62. An apparatus according to claim 61, wherein the unique value provided on each of said event access documents corresponds to a prize.

20 63. An apparatus according to claim 62, wherein the prizes corresponding to each of the unique values fall into two or more categories.

64. An apparatus according to claim 61, said one or more servers providing redemption data to each of said event attendees over said electronic network, said redemption data indicating how the corresponding prize can be redeemed.

5 65. An apparatus according to claim 61, said one or more servers having electronic mail software, said one or more servers generating and transmitting to each of said event attendee an electronic mail message informing the event attendee of whether the unique value provided on the event access document used by the event attendee corresponds to a prize

10 66. An apparatus according to claim 65, wherein the unique value provided on each of said event access documents corresponds to a prize.

15 67. An apparatus according to claim 66, wherein the prizes corresponding to each of the unique values fall into two or more categories.

68. An apparatus according to claim 66, wherein said electronic mail message includes redemption data indicating how the corresponding prize can be redeemed.

20 69. An apparatus according to claim 61, said contact information comprising as electronic mail address of the event attendee and said permission comprising permission to contact the event attendee by electronic mail.

70. An apparatus according to claim 61, said contact information comprising a telephone number of the event attendee and said permission comprising permission to contact the event attendee by telephone.

5 71. An apparatus according to claim 61, said contact information comprising a street address of the event attendee and said permission comprising permission to contact the event attendee by physical mail.

10 72. An apparatus according to claim 61, said one or more servers having data evaluation software, said data evaluation software being adapted to evaluate the information collected from each of said event attendees against variable criteria and send an error message over said electronic network to any said event attendee from which information not meeting said variable criteria was collected.

15 73. An apparatus according to claim 72, said data evaluation software being further adapted to evaluate the information collected from each of said event attendee and send a duplicate information message over said electronic network to any said event attendee from which duplicate information was collected.

20 74. An apparatus according to claim 61, said database comprising a relational database management system.

75. An apparatus according to claim 31, said one or more servers further comprising means for generating one or more dynamic reports based upon at least a portion of said at least a part of said collected information stored in said database in response to a request from an authorized party.

5

76. An apparatus according to claim 75, said one or more servers adapted to receive said request from and transmit said one or more dynamic reports to said authorized party over said electronic network.

10

77. An apparatus according to claim 61, said one or more servers further comprising means for generating one or more dynamic reports based upon at least a portion of said at least a part of said collected information stored in said database in response to a request from an authorized party.

15

78. An apparatus according to claim 77, said one or more servers adapted to receive said request from and transmit said one or more dynamic reports to said authorized party over said electronic network.

20

79. A method of collecting contact information for a plurality of individuals and permission to contact said individuals, comprising:

issuing a plurality of event access documents, said event access documents providing access to an event, each of said event access documents having a unique value provided thereon;

providing notice to a plurality of attendees attending said event that the unique value provided on one or more of said event access documents may be used to collect a prize;

providing one or more servers coupled to an electronic network adapted to collect information over said electronic network from one or more information submitting attendees, said information comprising contact information for the information submitting attendee, a grant or denial of permission to contact the information submitting attendee, and the unique value provided on the event access document used by the information submitting attendee;

storing at least a part of the collected information on said one or more servers; and

informing each of the information submitting attendees over said electronic network of whether the unique value provided on the event access document used by the information submitting attendee entitles that information submitting attendee to collect a prize.

80. A method according to claim 79, further comprising hosting a website on said one or more servers and instructing said attendees to visit said specified website to determine prize eligibility, said website facilitating the collection of said information from said information submitting attendees.

81. A method according to claim 79, said contact information comprising an electronic mail address of the information submitting attendee and said permission

comprising permission to contact the information submitting attendee by electronic mail.

82. A method according to claim 79, said contact information comprising a telephone number of the information submitting attendee and said permission comprising
5 permission to contact the information submitting attendee by telephone.

83. A method according to claim 79, said contact information comprising a street address of the information submitting attendee and said permission comprising permission to contact the information submitting attendee by physical mail.

10 84. A method according to claim 79, wherein the unique value provided on each of said event access documents may be used to collect a prize, said informing step further comprising informing each of the information submitting attendees of a prize corresponding to the unique value provided on the event access document used by the
15 information submitting attendee.

85. A method according to claim 84, wherein the prizes corresponding to each of the unique values fall into two or more categories.

20 86. A method according to claim 79, further comprising the steps of evaluating the information collected from each of said information submitting attendees against variable criteria and sending an error message over said electronic network to any said information submitting attendee from which information not meeting said variable

criteria was collected.

87. A method according to claim 79, further comprising the steps of
evaluating the information collected from each of said information submitting attendees
5 and sending a duplicate information message over said electronic network to any said
information submitting attendee from which duplicate information was collected.

88. A method according to claim 79, further comprising the step of providing
redemption data over said electronic network to each of the information submitting
10 attendees entitled to collect a prize, said redemption data indicating how the prize
corresponding to the event access document used by the information submitting attendee
can be redeemed.

89. A method according to claim 88, said redemption data including a
15 hyperlink to a redemption web page through which the prize can be redeemed.

90. A method according to claim 79, said storing step further comprising
storing said at least a part of the collected information in a relational database provided
on said one or more servers.

20 91. A method according to claim 1, said collecting step further comprising
providing data for creating a registration web page to each of said information submitting
attendees, said registration web page being adapted to facilitate the input of said

information by the information submitting attendee.

92. A method according to claim 91, said registration web page comprising one or more text boxes and a submit button.

5

93. A method according to claim 79, said informing step further comprising providing data for creating a prize web page to each of said information submitting attendees entitled to collect a prize, said prize web page being adapted to display the prize corresponding to the unique number provided on the event access document used by the information submitting attendee.

10

94. A method according to claim 93, each said prize web page including redemption data indicating how the displayed prize can be redeemed.

15

95. A method according to claim 94, said redemption data including a hyperlink to a redemption web page through which the displayed prize can be redeemed.

20

96. A method according to claim 80, said website having one or more prize web pages for informing each of said information submitting attendees of whether the unique value provided on the event access document used by the information submitting attendee corresponds to a prize.

97. A method according to claim 96, wherein the unique value provided on each of said event access documents corresponds to a prize.

98. A method according to claim 97, wherein the prizes corresponding to each
5 of the unique values fall into two or more categories.

99. A method according to claim 96, wherein said one or more prize web pages provided to each of said information submitting attendees includes redemption data indicating how the corresponding prize can be redeemed.

10
100. A method according to claim 99, said redemption data including a hyperlink to a redemption web page through which the corresponding prize can be redeemed.

15
101. A method according to claim 79, further comprising providing said one or more servers with electronic mail software and generating and transmitting to each of said information submitting attendees an electronic mail message informing the information submitting attendee of whether the unique value provided on the event access document used by the information submitting attendee corresponds to a prize.

20
102. A method according to claim 101, wherein the unique value provided on each of said event access documents corresponds to a prize.

103. A method according to claim 102, wherein the prizes corresponding to each of the unique values fall into two or more categories.

104. A method according to claim 102, wherein said electronic mail message
5 includes redemption data indicating how the corresponding prize can be redeemed.

105. A method according to claim 104, said redemption data including a hyperlink to a redemption web page through which the corresponding prize can be redeemed.

10
106. A method according to claim 79, further comprising providing said one or more servers with data evaluation software, said data evaluation software being adapted to evaluate the information collected from each of said information submitting attendees against variable criteria and send an error message over said electronic network to any
15 said information submitting attendee from which information not meeting said variable criteria was collected.

107. A method according to claim 106, said data evaluation software being further adapted to evaluate the information collected from each of said information
20 submitting attendees and send a duplicate information message over said electronic network to any said information submitting attendee from which duplicate information was collected.

108. A method according to claim 79, further comprising providing said one or more servers with a relational database management system.